



Ashwaubenon 150th Celebration

Sponsor Packet

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The Celebration – 150 Years as Ashwaubenon!

The Town of Ashwaubenon was erected by Act of the Legislature of the State of Wisconsin approved March 16th and published the 19th of the same month 1872, being Chapter 4 of the local Laws of 1872. Ashwaubenon was later incorporated into the Village of Ashwaubenon in 1977.

Today, Ashwaubenon is a vibrant suburb of Green Bay surrounding historic Lambeau Field. While just 17,000 residents call it home, this regional hub to shop, work, and play grows to over 35,000 during the day. While it is a football town at heart and the Green Bay Packers are an active member of the community, a large regional shopping district, the Resch Center (sports and entertainment arena), the Resch Expo (exposition hall), a competitive collegiate baseball and soccer stadium and the Epic Event Center (concert venue), provide loads of entertainment to both locals and tourists year-round.

As Ashwaubenon prepares to celebrate our Sesquicentennial in 2022, we will reflect on our history, celebrate our accomplishments, and plan for a prosperous future ahead. We invite you to join us! We are grateful for your commitment to our community and your contributions to our unique story.

Throughout 2022, we will be hosting various events and activities to honor and celebrate our rich history, culminating with a Sesquicentennial Celebration Week of August 8-14, 2022. There will be many opportunities for you and your business to become involved in celebrating our 150th!

We invite you to support our celebration. If you're a small business, a larger organization, or part of another sector, be a year-long sponsor of our sesquicentennial. We offer different levels and perks of being a sponsor – beyond being a part of history! Enclosed you will find the Sesquicentennial sponsor information and Sponsor Commitment Form.

Thank you for considering my invitation to become part of our celebration and make a larger impact on our community.

Sincerely,

Mary

Mary Kardoskee, Village President



Sponsorship Opportunities

Presenting Sponsor - \$25,000

Be the presenting sponsor for the entire Sesquicentennial Celebration for 2022! The presenting sponsorship provides the highest visibility to companies or organizations interested in demonstrating broad-based and ongoing community support. This sponsorship is limited to one.

Supporting Sponsors - \$10,000 - \$24,999

Organizations can support larger celebration initiatives as supporting sponsors. The supporting sponsors will receive significant visibility throughout the celebration year. This sponsorship level is limited to three individual sponsors. Specific initiatives this sponsorship level will provide support towards will be Fireworks, Live Music Entertainment, and other signature Celebration Week events.

Event Sponsorships

Financially support "Celebration Week" programs and events of your choice:

Celebration Week Opening Ceremony

150th Recognition Dinner & Event

Food Truck Rally & Friday Night Concert

Pancakes, Porkies & Polka (Send-off)

Contributors

&

Media Sponsors

Support our Sesquicentennial celebration with in-kind contributions.

Sponsorship Benefits

| Benefits | Presenting Sponsor | Partner Sponsor | Event Sponsor | Media & Contributing Sponsor |
|--|-------------------------|--|--------------------------------------|--|
| Available Positions | 1 | 3 | 4 | Unlimited |
| Exclusivity | Yes | No | No | No |
| Presence / On-Site Publicity | | | | |
| On-stage speaking opportunities (1-2 minutes) | All Events | | | |
| Recognition at Event | All Events | All Events | At Sponsored Event | |
| Sponsor Banners at Events | All Events (Individual) | All Events (Shared Banner w/ other Partner Sponsors) | At Sponsored Event | Shared Banner at All Events w/ other Event & Contributing Sponsors |
| Booth/display at sponsored events | All Events | All Events | At Sponsored Event | |
| Promotion / Media Coverage | | | | |
| Company Name / Logo beside 150th Logo year-around; ad on website; "Presented by..." in all advertisements. | • | | | |
| Logo on Sesquicentennial Commemorative Coin | • | | | |
| Logo on all printed materials | • | • | • | • |
| Logo and web link on 150th website | • | • | • | • |
| Ad in 150th program (page size) | Full Page | Full Page | 1/2 Page | 1/4 Page |
| Logo on all celebration week publications and print materials | • | • | Event Publications & Print Materials | • |
| Logo on Sesquicentennial T-shirt | • | • | • | |
| OTHER | | | | |
| Table for eight (8) guests at Celebration Week Recognition Dinner | • | | | |
| Preferred seating at Open and Closing Ceremony | • | • | | |